

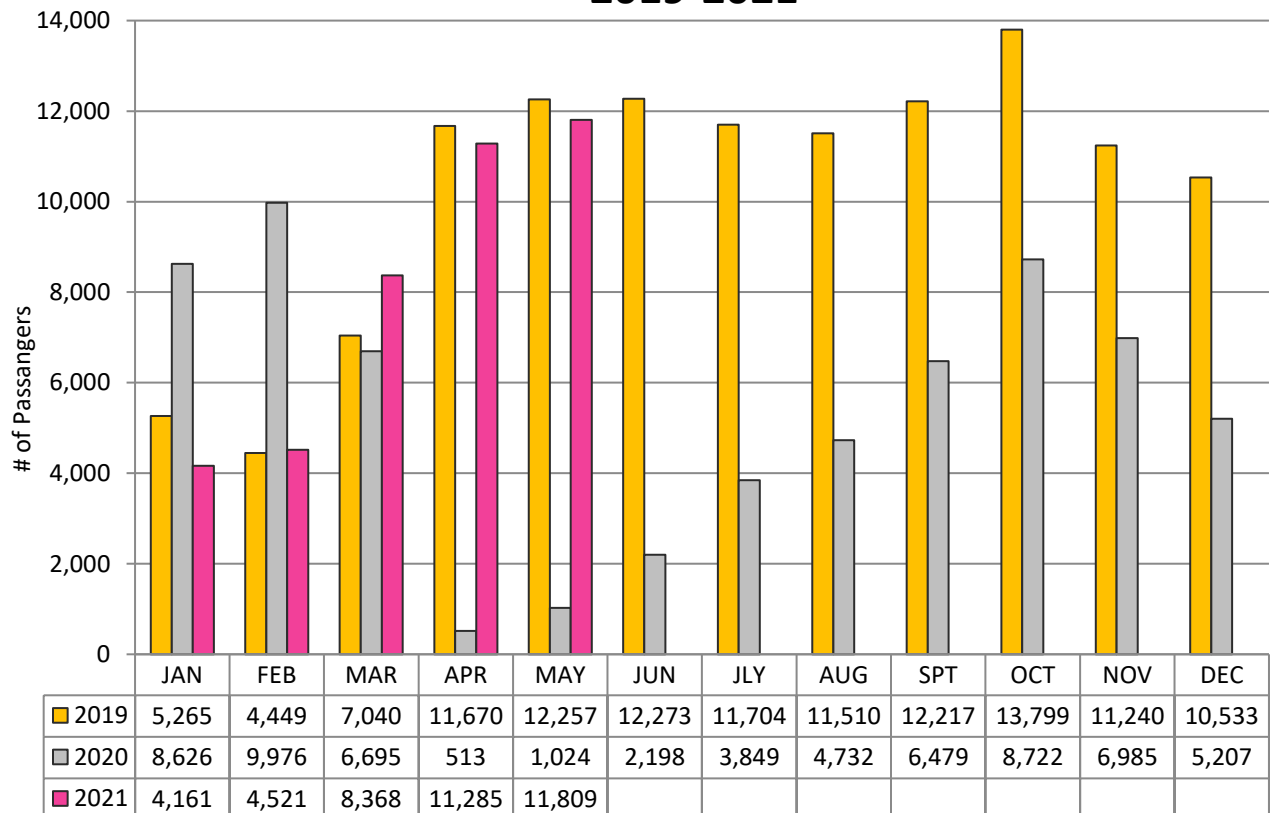
MAY  
2021



### ENPLANEMENTS:

- 11,809 total enplanements and 90% load factor
- Enplanements continue to rise to 2019 levels
- Happy to share that we will have 10 flights daily - 3 to Denver, 3 to Dallas Fort Worth, and 5 to Phoenix after July

## ENPLANEMENTS 2019-2021



**CARES ACT FUNDING:** Staff continue to meet with our Job Order Contractors to go over the projects list, badging requirements, and to discuss contractor availability to start working on CARES funding projects. These include maintenance on the aircraft storage hangars, terminal upgrades, and pavement improvements.

**SECOND PARKING LOT:** Work on the new parking lot continues, as does the design work on the Snow Removal Equipment Building. Both are progressing on schedule with the Snow Removal Equipment Building maximizing the amount of the costs covered in the upcoming Federal Grant we will be applying for.

**PUPPY SPOT:** This company visited Wiseman Aviation this month. They help people find a specific dog breed and fly's them to the location of the owner's choice. Many airlines have restrictions on transportation of pets that are not service certified. This company is the middleman in the delivery.



## PARKFLAG:

**ENCROACHMENT PERMITS:** ParkFlag in partnership with Community Development issued multiple encroachment permits this past month. Encroachment permits enable downtown customers to utilize spaces for multiple purposes, including construction, maintenance, and repair.

**FIXING KIOSKS:** ParkFlag had a Kiosk on W. Birch hooded due to technical issues and communication difficulties this past week. The issue has been resolved, and the kiosk is un-hooded thanks to the diligence of staff and Flowbird technical support.

**PARKLETS AND MORE:** Parking minds think alike. ParkFlag had the opportunity to meet with Adam Jones of Downtown Tempe to talk parking. We discussed residential permit plans and touched a little on the topic of Parklets, specifically parking spaces used to expand occupancy to support local businesses. We also met with Community Development to discuss a possible fee schedule to use when approving future parklets.

**HIRING:** ParkFLAG started the process of hiring an additional Parking Aide. ParkFlag has been short staffed since the reimplementation on the pay to park program in March of 2021. We are looking forward to having an additional team member.

**CURBSIDE SIGNS:** Hardworking ParkFlag staff finished 4 more curbside pickup signs. The new signs will continue to replace the existing traffic cone-based signs.

**SANITIZING:** ParkFlag Aides continued to sanitize kiosks and touch points downtown, answer questions, gave directions when approached in the field, and passed out employee permit information flyers to downtown employees.

#### MONTHLY PARKING STATS:

- Occupancy: 63% - UP 7% from April 2021 (counts conducted on each Wed. and Sat.)
- Revenues: \$92,985.04 (unaudited) - UP 8% over April 2021
- Citations and Warning Issued: 1,146 - DOWN 15% from April



## BEAUTIFICATION AND ARTS & SCIENCE:

**PRESS:** Flagstaff Business News published an article on the City's new walking and biking self-guided art tours: <https://www.flagstaffbusinessnews.com/walking-biking-flagstaffs-new-public-art-tours/>



#### PROJECT UPDATES:

- **Climate Change and Hope Bus Ad Art Project:** The Call to Artists went live for submissions due in early June. This project is led by our City VISTA AmeriCorps member.
- **Courthouse Art Piece:** Staff conducted outreach on the installation of the artwork for City Council and the public. Framework for the art piece was installed, and planning continued for a June ribbon cutting event for the finished piece.
- **Traffic Signal Cabinets 2021:** Procurement approved draft call to artists. The Call will go live in early June!
- **Airport Parking Lot Artwork:** Artist met with City's Indigenous Coordinator and Diné Artist on appropriate imagery for the artwork. There also was a full design team review of artist's use of FUTS fencing and a new draft design direction was determined.
- **Downtown Connection Center** – Staff planned and implemented a meeting with Southside community members and the artists and hosted an artist visit to Flagstaff. Artists also met with people working on the Rio de Flag and toured Flagstaff and surrounding areas.
- **Flowers/Expanded Use of Right-of-Way:** Staff provided specific location maps for flower elements for the second year of our flower program in the historic core! Flowers will be planted in June, both in downtown and the Southside. Thanks to Parks for partnering with us on plant care this year, which will be shared with the contractor and Parks.
- **Library ADA Entry Plaza:** Staff presented to the preliminary art concept to City Council Work Session for feedback. Design team worked on safety reviews of the artwork and finalized and submitted IDS package. Artist and Library Director presented art features with an emphasis on the donor area to the Library Foundation Board.
- **Little British Phone Booth Library:** Staff created a community survey; results show a high level of public support for this piece to move forward.
- **O'Leary Street Garden/Historic Southside Community Garden:** Staff met with sustainability about the next steps for providing public art to this garden. It will now be named the 'Historic Southside Community Garden', as per the suggestion of the Southside Community Association. Met with legal on information to inform the Call for Artists for this creative placemaking project.

## PROGRAM UPDATES:

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**Beautification in Action Spring Grants Awarded:** The Beautification and Public Art Commission approved 5 community grants submitted for our spring deadline, including:

- **Bonita Street Garden** enhancements by Terra Birds for pollinator species and improving the entrance to the garden.
- **Downtown Ally Art Wrap** in the alley south of Heritage Square that the City is closing to traffic again this year. Artwork by local artist Bruce Aiken will wrap a metal cabinet in the alley.
- **East Flagstaff Community Library Bench Art and Planters** to provide a more welcoming entryway. This site is heavily used for internet access. Artwork by artist Crystal Daghaai from the Navajo Nation.
- **Juvenile Court Mural** for the Coconino County Hope Assessment Center, making the center more inviting and less threatening. Artwork by local artist Duane Koyawena.
- **Murdoch Center** garden focusing around the large chess board in their yard.

**Annual Community Nonprofit Grants for General Operating Support:** Staff reviewed over 30 applications from local art, culture, and science nonprofits to score applications for the General Operating Support annual grants through Flagstaff Arts Council that the City funds. Staff heard presentations from each applicant.

**NAU Traffic Signal Wrap Outreach:** Staff met with NAU to provide technical information on our City program, as they are interested in a similar program on their campus.

## HIGHLIGHTED ACTIVITY FROM A NONPROFIT SUPPORTED BY THE CITY'S BBB TAX FUNDS FOR ART, SCIENCE AND CULTURE

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The Museum of Northern Arizona is offering Discovery Camp at MNA for kids! Camps start June 14. Find out more [here](https://musnaz.org/summer-camps/):



## ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

### BUSINESS ATTRACTION:

**Katalyst Space Technologies:** Has started to move into their new home on Innovation Mesa at the Business Accelerator (NACET). Katalyst has fully moved their growing team to Flagstaff and will also hire several new employees and interns to support their growing aerospace business. This was in part made possible due to the funding provided from Job Creation Incentive. Additionally, staff recently met with Flagstaff Business News and Katalyst to discuss their recent decision to Choose Flagstaff. The article highlighting Katalyst and this decision is available here:

[City Incentive Helps Attract Katalyst Space Technologies - Flagstaff Business News](#)

**UACJ Whitehall Industries:** Has successfully executed almost all the necessary building permits for their tenet improvement at the former Walgreens Distribution Center. They have also received their first of three fabrication lasers from Germany, which are major components in their manufacturing process. They are working on holding a job fair in our community to help fill over 120 new positions. If construction continues pace, a ribbon cutting ceremony will be scheduled in July for the official grand opening of this facility. We will be sure to send out an invitation to you all so we can celebrate their official opening together! Additionally, staff and the President of ECoNA (Gail Jackson) toured Whitehall's main facility in Ludington MI. This visit was extremely successful and gave staff an excellent idea of what Whitehall's expected growth and needs will be as this company becomes a staple in our community.



IMG\_3224.MOV

[Please click to see the short video clip:](#)

### Incentives:

- The Sustainable Automotive Tax Rebate was designed to assist our local dealers and boost sustainable action in our community. This incentive has encouraged several local dealers to enhance their stock of electric vehicles and there are currently over 15 new reservations for fully electric vehicles that will be purchased in the coming months. To date there have been 9 successful applications.
- Revised versions of the Job Creation Incentive, the Development Reinvestment Incentive, and the Sustainable Automotive Sales Tax Rebate were all unanimously approved by Council this past month. These alternations will make these incentives even more attractive to applicants and businesses, while also making the actual application process more intuitive. Staff will begin a roadshow advertising these updated incentives to help get the word out about these great opportunities.



### Airport 31.45 Acre Parcel:

- The Airport 31.45-acre master development process is continuing at a great pace! Staff has been meeting with Genterra regularly for the past three months, negotiating this parcel's development. A reimbursement agreement was recently approved by Council, which is the first of three agreements in this process. Over the next few months staff will also be bringing a ground lease and master development agreement to Council. We hope to have this site shovel ready by Spring/Summer of 2022.

## **BUSINESS RETENTION & EXPANSION:**

**ADAPTIVE REUSE:** Local businesses are showing interest in the new program designed to activate vacant spaces and to help businesses grow!



- A second business applied for and has been awarded the Adaptive Reuse funding to assist with their development fees. Liminal is a café that will provide a free open workspace, free art supplies, anti-capitalist classes, co-working opportunities and more.
- Staff has also received two more inquiries about the program spending time to walk one of those business through all Flagstaff incentives programs.

**HIGHER SPEED FIBER:** Allo Communications, an internet service provider (ISP), presented their plans to deliver high speed fiber connectivity to the Flagstaff community and beyond.

- Economic Development and IT staff joined colleagues from Coconino County and NAU IT Departments at NAU's campus to learn more about Allo.
- The Allo model is bold in that Allo funds the installation of the fiber which amounts to tremendous and previously cost prohibitive up-front costs. Long term service contracts then serve to recuperate the costs of installation. As internet needs continue to grow in the region, contemplating our community as one with high speed internet connectivity was truly inspiring.

**METROPLAN REGIONAL TRANSPORTATION UPDATE:** MetroPlan has initiated the process to update their Regional Transportation Plan.

- BR&E staff was on the interview panel this week as three different teams of consultants presented their proposed methods to address the transportation needs of the community.
- MetroPlan will choose a consultant to begin the process to update their Regional Transportation Plan in the next few days.

**EXPANDING MANUFACTURING:** A local business representative who requested anonymity contacted BR&E staff about their expansion needs.

- Staff connected the local business to representatives of three different properties that met their minimum criteria for their current and future needs.
- Staff connected the business to Arizona Commerce Authority (ACA) representatives as well who provided several state programs that may assist the business. The ACA team will visit the business in two weeks to follow up on the program application process and to see the facility in person.

**WORKFORCE DEVELOPMENT:** Existing manufacturer has immediate and future workforce needs.

- Joy Cone Company, the world's largest manufacturer of ice cream cones is looking to hire 30 people in Flagstaff and sees workforce as one of the most critical and challenging operational elements right now.
- BR&E staff convened representatives from Northern Arizona University (NAU), Coconino Community College (CCC), Flagstaff Unified School District (FUSD), the Department of Economic Security (DES), and the ARIZONA@WORK Coconino County Workforce Development Board to discuss the workforce needs.
- The group developed a plan to obtain job descriptions that would be shared throughout the region, then invite Joy Cone Company to speak in business classes at the school to increase awareness of the company and to provide real-life business examples to students, then to create a workforce development plan from high school to CCC then to NAU.
- DES Business Services Representative will also work with Joy Cone Company to discuss various options to deliver a job fair to meet the immediate needs as well.

**PRENT THERMOFORMING:** BR&E staff met the new plant manager for Prent Thermoforming.

- Prent Thermoforming creates the plastic containers that typically deliver medical products into surgery facilities throughout the world.
- Locally the plant is also hiring. Their part time positions are tremendous opportunities for people needing flexible and stable work schedules.

**ARIZONA@WORK COCONINO COUNTY WORKFORCE DEVELOPMENT BOARD (WDB):** BR&E staff joined a small group of WDB members to test a virtual reality platform that will be used regionally for career exploration and for training.

- BR&E staff tested the virtual reality training platform on an automotive module learning how to change oil. The realism was tremendous and the learning real! The tool will be a great asset to the region.

BR&E staff attended the regularly scheduled quarterly meeting.

- Elections were held for Executive Board Positions. Dr. Aaron Tabor will continue as the Board Chair, John Saltonstall will continue as the Board Vice-Chair, and Beth Caplan will continue as the Board Secretary.
- TRANSFR-VR presented their career exploration and training modules to the board and introduced their representative who will work with local agencies to bring the tool to area businesses.

BR&E staff connected businesses to the Arizona Job Connection by way of the Department of Economic Security (DES) Business Services Representative.

- BR&E staff connected two different businesses to the Business Services Representative who will serve the businesses in their hiring needs.
- The Business Services Representative will post the positions in the Arizona Job Connection which is a state-wide database of employment opportunities. The Business Service Representative will be able to connect any job seeker with the minimum requirements to the businesses directly.

**HOUSING EFFORTS:** BR&E staff provided an overview of a real estate software platform to assist City of Flagstaff Real Estate and Housing offices.

- Housing efforts require data on the inventory of multifamily units in the area.
- Economic Development staff provided an overview of CoStar which is a real estate software that delivers detailed and comprehensive information on the real estate market in the region.
- Real Estate and Housing staff found the information to be valuable for their inquiry.

**CORE LABS OF THE STATE UNIVERSITY SYSTEM:** Arizona Commerce Authority (ACA) arranged a tour of one of the Core Lab Facilities at NAU.

- The state universities have advanced technology assets at each university to promote innovation and technological advancement through research to students, faculty, and private industry.
  - The Core Facilities are a tremendous asset to the community at large and are available for a fee.
  - For more information about the Core Facilities, go to <https://nau.edu/nau-research/services-and-facilities/>.
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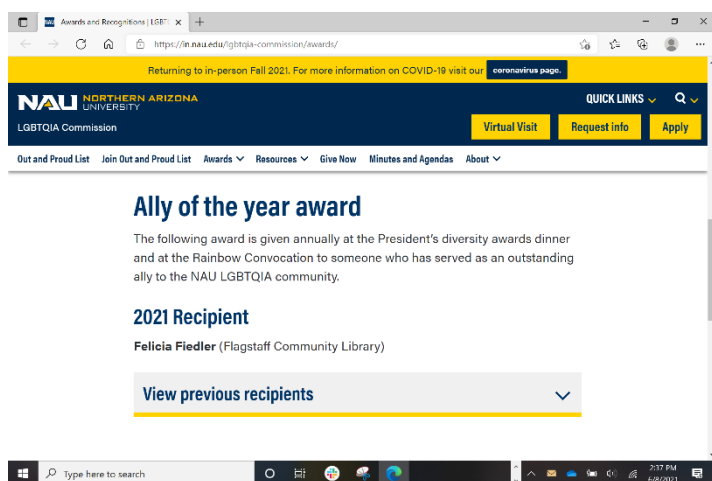


## LIBRARY MONTHLY STATS: From March & April 2021...

	March	April	Difference
Unique Borrowers	1,726	1,651	-4.3%
Curbside Checkouts	17,599	15,838	-10%
Phone-in Reference	1,527	1,238	-18.9%
Note: these numbers are a month behind due to reporting timeframes			

**ALLY OF THE YEAR AWARD: EFCL STAFF MEMBER FELICIA FIEDLER RECOGNIZED BY NAU** - Our own Felicia Fiedler, Library Specialist at the East Flagstaff Community Library, received NAU's Distinguished service to the LGBTQIA community Ally of the Year Award!

<https://in.nau.edu/lgbtqia-commission/awards/>. Felicia is fiercely committed to creating an inclusive environment at the library and has organized an all-library staff Safe Spaces training, hosted many programs by and for the LGBTQIA community, ensured diverse representation in our collection items, and performed extensive outreach to connect us with other community organizations who support the LGBTQ community. We are very proud of you, Felicia, and this award is well-deserved!



**LGBTQ BOOK RECOMMENDATIONS FOR SCHOOLS:** EFCL staff member Felicia was asked by the leader of a GSA at Sinagua Middle School to provide LGBTQ book recommendations to teachers for use in middle school classrooms. The books were presented to a group of English teachers and it were well-received. The teachers plan to read the books over the summer and then seek funding for diverse books to use in their classes.

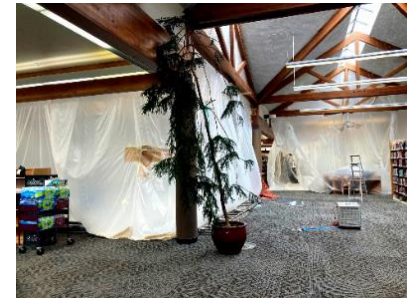
**SCHOOLS LOVE SORA:** We recently began providing access to Sora, which allows FUSD students, without Flagstaff Public Library cards, to access our digital collection in OverDrive.

**COMPUTER RESERVATIONS:** The Downtown Library resumed offering computer reservations during the last two weeks of May. A total of 68 computer reservations were made over this two-week period.

**RESEARCH TABLE:** In addition to computer reservations, the Downtown Library offered research appointments for patrons to come in and use non-circulating materials, like microfilm, during the last two weeks of May. This was a popular service with 60% of available appointments booked.



**CEILING PAINTED:** The vaulted, popcorn ceiling in the Downtown library was recently sealed and repainted, resulting in a much cleaner, nicer look. Work in progress photo:



**VIRTUAL PROGRAMMING:** Canyon Diablo

Meteorite <https://www.youtube.com/watch?v=U--IR3NSSU8>

**COUNTY LIBRARIES:** Forest Lakes & Grand Canyon are now reopened for computer reservations and public browsing with an occupancy of 8. Tuba City is offering curbside holds.

**FOREST LAKES:** New Book Drop installed.



**HOOPLA PROMOTION:** Staff placed ads sharing the Hoopla program to our community.

Instantly borrow eBooks, audiobooks, comics, movies, and more 24/7 with your Flagstaff library card.

Download the hoopla app, or visit [hoopladigital.com](https://hoopladigital.com)

**DOWNTOWN LIBRARY**  
300 West Aspen Ave.  
Mon - Fri 10am - 4pm  
Call 928-213-2333

**EAST FLAGSTAFF COMMUNITY LIBRARY**  
3000 N. Fourth Street, Suite 8  
Mon & Wed 2pm - 6pm, Fri & Sat 10am - 2pm  
Call 928-213-2343

[flagstaffpubliclibrary.org](https://flagstaffpubliclibrary.org)

STAY. PLAY. DISTANCE AND RESPONSIBLY



## TOURISM & VISITOR SERVICES

### LODGING METRICS:

(From April – Note: we always report a month behind)

- **Occupancy:** 236.8%
- **Average Daily Rate (ADR):** 107.3%
- **Revenue per available room (RevPAR):** 598.3%

April	2019	2020	2021	Diff
OCC	76.4%	22.8%	76.8%	+236.8%
ADR	\$99.40	\$56.60	\$117.34	+107.3%
RevPAR	\$75.96	\$12.91	\$90.15	+598.3%

At the beginning of the pandemic, the Discover Flagstaff Team placed safety and responsible tourism at the forefront of our consumer messaging and in-market touchpoints; all while keeping the brand very much alive in the virtual space. Meanwhile, we had a separate track of production ready to go at any time that the restrictions where to be lifted. This track included direct sales, marketing, Meetings, Media Relations, international Travel Trade, co-ops, business travel and more. This tandem approach – one actionable day-to-day and one waiting in the wings – has allowed us to be nimble. As the situation changed rapidly and restrictions were added or lifted, we had multiple options which were put through the brain trust and ready to implement.

It is always important to note that the stakeholders and industry partners are to be celebrated as they fought to keep their businesses above water and to serve the visiting public in the safest way possible.

## VISITOR SERVICES:

- **Walk-ins:** This fiscal year there have been 73,200 walk-ins to the Visitor Center for a decrease of 32% over FY20
- **Retail:** Retail sales are at \$209,347 for an increase of 1% over FY20
- **Model Train:** Model Train ran 133 times in the month of May

May	2019	2020	2021	Change from 2020	Change from 2019
Walk-ins	12,935	1,865	10,129	443%	-22%
Retail Sales	\$26,448	\$5,004	\$28,950	479%	9%

## MEETINGS/EVENTS/CONFERENCES:

- **CONNECT CONFERENCE/TRADE SHOW:** Staff attended the connect conference and trade show and had appointments with 20 corporate planners.
- **CONFERENCE/ROOMS LEADS:** Staff sent out 2 leads for a total of 259 room nights and estimated economic impact of \$64,490.
- **IDSS/WEBSITE:** Staff continued to work on IDSS (CVB's CRM System) and Website projects.



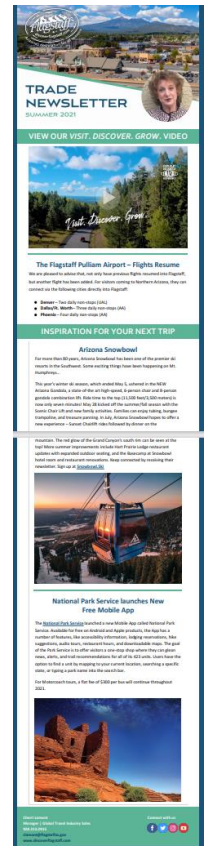
# TRAVEL TRADE:

## MEETINGS/EVENTS:

- CONNECT Receptive Tour Operator & Tour West trade shows/Las Vegas - 42 one-to-one appointments with international travel companies
- Brand USA Marketing call for FY22 campaign
- Itinerary submitted for June 17/18 AOT Mexico Trade/Media Fam
- Brand USA Focus on Australia/New Zealand (Updates on these markets)
- Brand USA Global Marketplace Webinar
- Brand USA International Travel Webinar
- Itinerary Planning with Horizon Travel – UT tour operator adding Flagstaff to tour itineraries
- Zoom Meetings with A-Motion Tours, FL; Senior Discovery Tours, Toronto; Bonotel Receptive Tour Operator, CA
- In-person meetings with National Park Service & Little America plus site inspection at Whispering Winds Motel
- International Pow Wow (IPW) Prep Work for September Trade Show in Las Vegas

## MARKETING & MEDIA:

- Charitable Travel, UK ½ page ad submitted for AOT Campaign
- Summer Trade newsletter blasted to 2,000+ travel professionals around the world
- Tour Operator Land newsletter content submitted for June eblast



# MARKETING & MEDIA RELATIONS:

*(May produced 57 print articles and 370 digital articles.)*

- May showcased a lunar eclipse, super flower blood moon and supermoon and the Lowell Observatory did not disappoint dark sky enthusiasts with their virtual telescope project.
- Lowell dominated May digital media coverage streaming the celestial event as Astro-tourism continues to gain in popularity domestically and internationally.
- Flagstaff ranked in the top ten on many lists from most beautiful mountain town destinations to one of the best rock-climbing destinations on sites such as msn.com, 10best.com and ravereviews.com.
- May broadcast coverage focused on the outdoors as temps rise in the Phoenix area and visitors are drawn to our cool mountain town.
- Arizona Highways TV aired programs on downtown Flagstaff filmed in 2020 and Grand Canyon Brewing Company received coverage for their new summer brews.
- Print included articles in the Arizona Republic and local newspaper Arizona Daily Sun as well as local magazine Highlands Living.
- Print (circ: 325K/value: \$13k) Broadcast (reach: 3.1m/value: \$29K) Digital (reach: 886m/value: \$8.1m)
- International Coverage (circ. 661m/value: \$6.1M)

**See below for some article highlights, please enjoy reading them:**

**30 Most Beautiful National Parks the U.S. Has to Offer**

<https://www.menshealth.com/trending-news/g36594256/top-national-parks-for-hiking/>

**Northern Exposure: Cool places to stay – literally and figuratively – in Arizona this summer**

[https://issuu.com/azbigmedia/docs/azb\\_mj2021/78](https://issuu.com/azbigmedia/docs/azb_mj2021/78)

**Arizona's Hidden and Secret Canyons**

<https://www.tripsavvy.com/canyons-of-arizona-1652164>

**Dark skies: best places to see the stars in America (Flagstaff #2)**

<https://www.msn.com/en-us/travel/tripideas/dark-skies-best-places-to-see-the-stars-in-america/ss-BB1d2nEs#image=2>

**Road-tripping from Phoenix? Here are 6 destinations to set your sights on**

<https://www.msn.com/en-us/travel/tripideas/road-tripping-from-phoenix-here-are-6-destinations-to-set-your-sights-on/ar-BB15MWcu>

**Here's how to see a lunar eclipse, blood moon and supermoon at the same time this week**

<https://www.star-telegram.com/news/nation-world/national/article251641118.html>

**10 beautiful North American mountain destinations you need to see**

<https://www.10best.com/interests/explore/10-beautiful-north-american-mountain-destinations-see-visit/>

**Free and cheap things to do in Flagstaff: Walking tours, murals, wildlife viewing and more**

<https://www.azcentral.com/story/travel/arizona/road-trips/2021/05/24/free-cheap-things-do-flagstaff-az/5208316001/>

**America's most charming historic downtowns (Flagstaff #6)**

<https://www.msn.com/en-us/travel/tripideas/americas-most-charming-historic-downtowns/ss-BB1cUm5i#image=6>

**Thinking of Moving? These Are the Best Places in the U.S. for Runners (Flagstaff #4)**

<https://www.womensrunning.com/culture/thinking-of-moving-these-are-the-best-places-in-the-us-for-runners/>

**America's 25 Best Rock-Climbing Destinations (Flagstaff #6)**

<https://www.ravereviews.org/travel/americas-best-rock-climbing-destinations/>

## **WEBSITE:**

Analytics compare 2021 to pre-COVID 2019:

- Domestic visitation increased 55%: Metro-Phoenix drive market is up 4%, and it's our neighbors in CA that are showing the strongest interest, they are up 96% (led by LA, San Diego), TX was also up at 30% led by Dallas, and NV was up 155% (Vegas).
- International visits: MX is up 91% while other key international markets follow the travel trend with no growth.
- Mobile devices accessing our site grew 66%.
- Organic search is up 55% and paid search is up 28%.
- Things-to-do content was most visited and had a 44% increase, web cam was #2, City of 7 Wonders was #3.
- Flagstaff 365 is on the rise from previous month by 61%



## EMAIL CAMPAIGN:

### Month-over-month comparisons

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as Hubspot, Mail Chimp, and Campaign Monitor. The Discover Flagstaff email campaign will reach its year anniversary in July 2021, the Flagstaff Local email campaign will reach its year anniversary in February 2022.

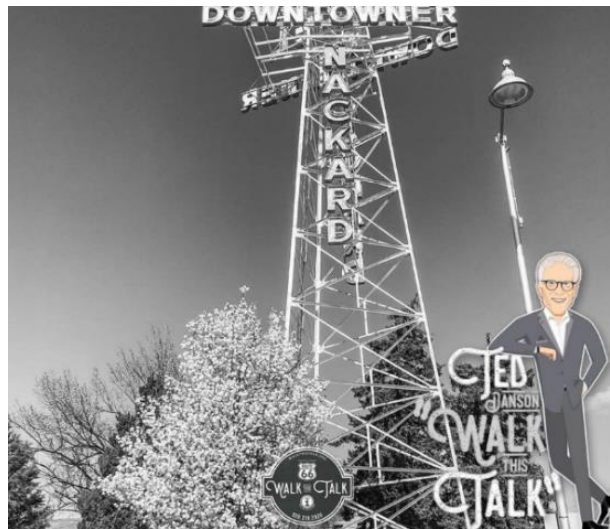
- The new overall average open rate is 30%, a 7% increase from 28%, with a flat average CTR of 10% for all emails. These are both still surpassing the benchmarks stated above. There is going to be a resend to non-openers which will be boosting these open and click-through rate metrics.
- The Flagstaff Local e-newsletter is being sent the second week of June after updating formatting and ensuring a send-time that is on an ideal send-day.

## SOCIAL MEDIA:

### Analytics compare 2021 to 2020 and pre-COVID 2019:

- Facebook holds flat when compared to 2020 and has grown back to 3% comparing to 2019.
- Twitter is at 2% compared to 2020 and has grown back at 9% compared to 2019.
- YouTube is at 3% compared to 2020 and has grown back at 39% compared to 2019.
- Instagram is at 14% compared to 2020 and has grown back at 43% compared to 2019.
- Flagstaff Happenings subscriber rate is slowly regaining from a loss due to a recent cleaning of old or bounced emails that brought down the number of subscriptions.





discoverflagstaff Lace up your walking shoes and listen to "Ted Talk" and uncover the secrets of the original alignment of Flagstaff and Route 66, beginning at the Flagstaff Visitor Center. #WalkThisTalk is a free self-guided audio tour of the historic southside neighborhood with opening remarks by Ted Danson. Learn more here: <https://www.flagstaffarizona.org/blog/walk-this-talk/> #TedTalksFLG #StayPlayDistanceandMaskResponsibly

Photo: @franklyspeaking1988

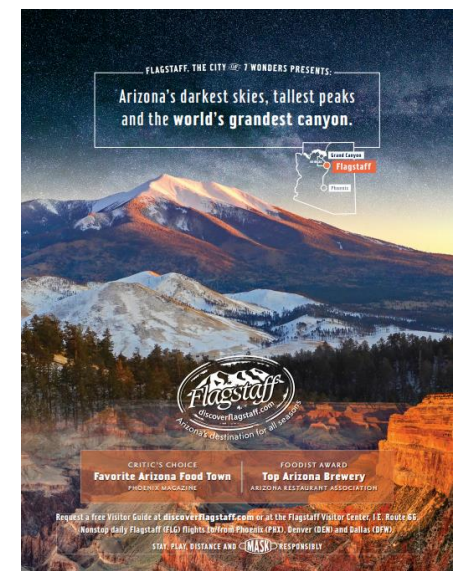
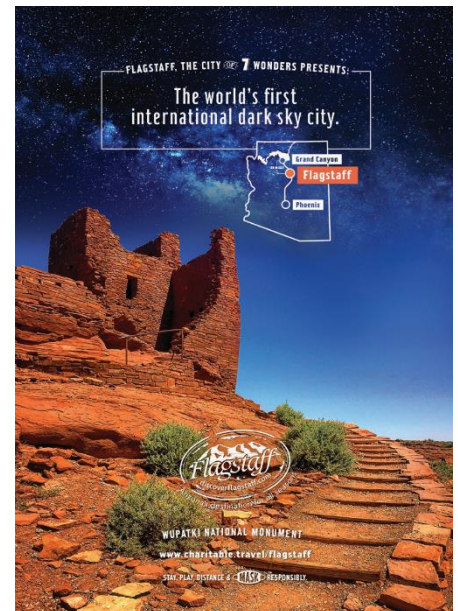
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Like by i\_kimi and 180 others  
MAY 7  
Add a comment... Post

## CREATIVE SERVICES:

### ADVERTISING:

- **HIGHLANDS LIVING ADVERTORIAL:** Designed June and July advertorials for Highlands Living promoting Pledge for the Wild, fire safety, Flagstaff 365, and festivals
- **CHARITABLE TRAVEL AD:** Created a full-page ad for Charitable Travel Magazine promoting dark sky city
- **ARIZONA REPUBLIC ADS:** Designed print and digital ads for the Arizona Republic and azcentral.com featuring Fire Aware and Stay and Play Sweepstakes
- **TRADE NEWSLETTER:** Created the Summer 2021 Trade E-Newsletter for Cherri Lamont
- **LOCAL FIRE AWARENESS ADS:** Made a half-page Fire Aware print and digital ads for the AZ Daily Sun
- **FLAGSTAFF MOON TREE:** Met with committee to discuss funding for a new seeding from one of the original trees whose seeds were taken to the Moon on Apollo 14.
- **RANDOM ACTS OF KINDNESS:** Participated downtown welcoming shoppers with free flowers, I heart FLG stickers and Visitor Guides.
- **ECO-TOURISM SERVICE DAY:** Participated in group trash pick-up along Mars Hill Rd.
- **FLAGSTAFF TRAIL INITIATIVE:** Met with FTI to discuss interpretive posters to display on Flagstaff Trails promoting trail etiquette, Pledge for the Wild, fire awareness and more.
- **ADS:** Produced multiple digital ad campaigns for Ad Taxi, TripAdvisor, Woobox, Phoenix New Times online, AZ Drive Guide online, 12News online and Sojern. Produced print ads for *Food & Travel Magazine*, *AZ Drive Guide* and *San Diego Magazine*.
- **FLAGSTAFF LOCAL:** Designed the monthly Flag Local e-newsletter





- **BACK TO BUSINESS ADS:** Created ads for the Back to Business special section of the Arizona Daily Sun

#### WEBSITE:

- **HERO VIDEO:** Updated the hero video on discoverflagstaff.com with fire restrictions and Stay & Play Responsibly messaging
- **HIGH ALTITUDE TRAINING:** Updated the High-Altitude Training landing page on discoverflagstaff.com

#### VIDEO:

- **OVER THE TOP:** Finalized two [video](#) versions
- **BACK TO BUSINESS:** Edited video for the Back to Business special section of the Arizona Daily Sun

**DRIP CAMPAIGN:** Completed the layout for three drip email campaigns

#### CITY JOB:

- **FACEBOOK STORY - NURSES WEEK:** Designed creative to celebrate the Nurses of Flagstaff on Flagstaff Local
- **POLICE RECRUITMENT LANDING PAGE:** Finalized the FPD recruitment landing page:  
<https://www.flagstaff.az.gov/4594/Flagstaff-Police-Department-Careers>
- **SECURITY BADGES:** Designed the IT security badge templates
- **DOWNTOWN PLANTER BOX SIGNAGE:** 5 sign designs produced and being installed on the 4 planter boxes/traffic barriers downtown.
- **POLLINATOR GREENHOUSE/URBAN FARM INCUBATOR SIGNAGE:** Designing 2 interpretive signs for Sustainability's pollinator greenhouse and urban farm incubator.
- **AIRPORT:** Worked on the layout design of the spring 21 airport report



**THANK YOU** for your continued support  
of the Economic Vitality Division  
for the City of Flagstaff!

We work to

**enhance your quality of life 365 days a year!!!**

